



# 1 DAY PROFIT DAY BLAST



SUNDAY, OCT. 23, 2016

Denver Airport Marriott at Gateway Park



Build the Perfect  
Sales Script



presented by  
**Tim Huckabee AIFSE**  
President FloralStrategies

# SURROUNDINGS *flowers* & EVENTS



### CSI: FLOWER SHOP CALL SERVICE INVESTIGATION

Tim Huckabee goes undercover to report the good, the bad and the "you better hope this wasn't your shop."

LIVE

50000



# Outline for today's program

1. CSI Flower Shop LIVE, continued
2. Your role in the process
3. The Perfect Sales script, built by FloralStrategies
4. Hear the magic happen
5. Crack the whip!
6. Q and A
7. Sound Like Tim...





# Section One CSI: Flower Shop LIVE, continued



## **CSI: FLOWER SHOP** CALL SERVICE INVESTIGATION

Tim Huckabee goes undercover to report the good, the bad and the "you better hope this wasn't your shop."

**LIVE**



- staff identified herself or himself
- qualified me as new or repeat customer
- took card message BEFORE product
- commented on message
- avoided, “How much do you want to spend?”
- avoided, “Our arrangements start at...”
- leveraged card message to sell higher
- offered a finishing touch (add-on)
- avoided dead air
- captured an email address
- ran credit card while still on call
- thanked customer



## Section Two Your role in the process











Section Three    The Perfect Sales Script,  
built by FloralStrategies



common sense



# Staff identifies themselves



Staff qualifies caller as a NEW  
or REPEAT customer



Staff takes card message BEFORE  
discussing product







# Staff comments on card message



Staff does not ask,  
“How much do you want to spend?”



Staff does not automatically state,  
“Our arrangements start at”



Staff leverages card message content to sell appropriately



Staff offers a Finishing Touch on every order



Staff avoids dead air



Staff captures email and FULL customer info



Staff runs credit card BEFORE terminating call





# BONUS

Staff recaps sale with WHAT / WHOM / WHEN



Staff thanks customers for calling



# Section Four Hear the Magic Happen!



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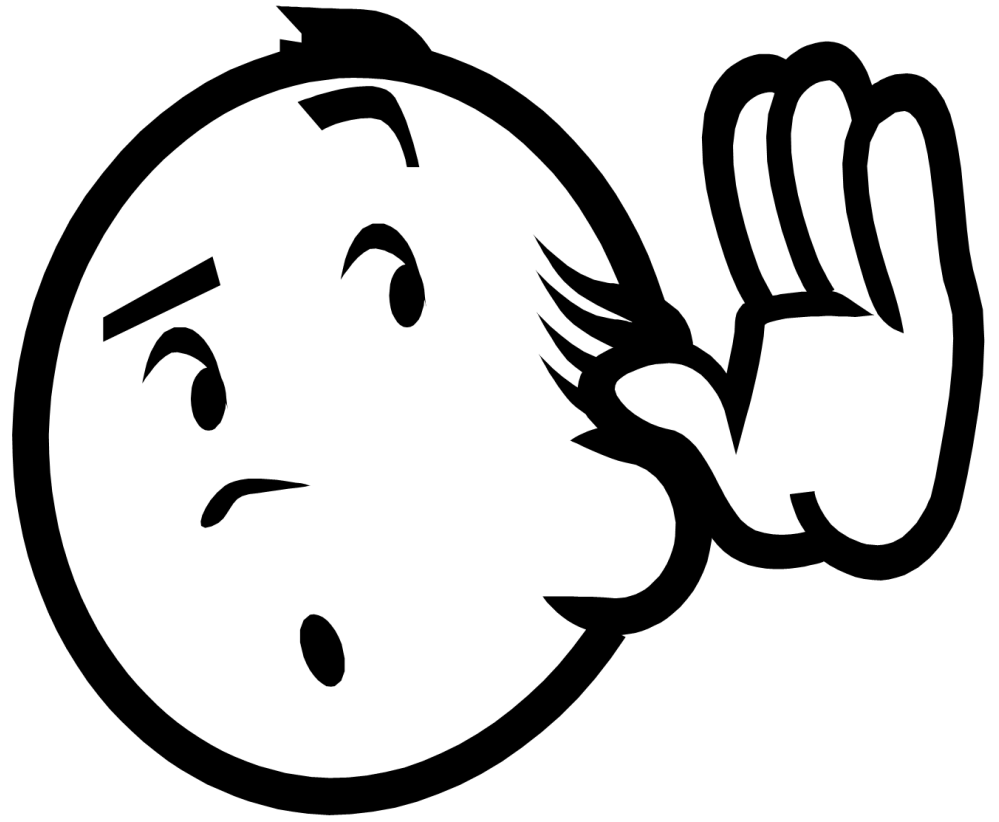
# CUSTOMER SERVICE



# Section Five Crack the Whip!











GREAT JOB!



# Section Six Questions and Answers



# Section Seven Educational Resources



## Exciting New Sales Skills

Permanent Copy of the Recording

fsw  
1605

## Exciting New Customer Service Skills

Permanent Copy of the Recording

fsw  
1403

## Have a Mystery Shopper Call Made to Your Store!



### Today's Deals

1 webinar	\$40 (\$90 value)
Both webinars	\$75 (\$180 value)

Mystery Shopper Call Experience which includes:

- Recording of call
- Written report
- Feedback from Tim

\$40 (\$50 value)

And today only, we'll give you ALL three: both webinars AND the Myster Shopper Call & Report (over \$230 value) for JUST \$100!

Special offers just for you!  
**TODAY ONLY**





Thank You!

